

Remit To: KDKA-TV  
21251 NETWORK PLACE  
CHICAGO, IL 60673-1251



KDKA-TV

INVOICE

For: ROTHFUS FOR CONGRESS(256839)  
1341 Old Freedom Rd Ste 202  
Cranberry Township, PA 16066-5010

Account Exec: Brian Butz-1  
Office: KDKA-TV  
Contract Num: 1201-56254  
Contract Dates: 10/03/2012-10/07/2012  
Customer Order:  
Linked Order:  
CPE: / / 2554

Invoice Num: 1201-543713  
Invoice Date: 10/07/2012  
Billing Cycle: Weekly  
Billing Period: 10/01/2012-10/07/2012

Page 1 of 5

**PAY BY** 11/06/2012  
Net 30 days

In Account With: STRATEGIC MEDIA PLACEMENT(146318)  
7669 Stagers Loop  
Delaware, OH 43015-7010  
ATTN:Accounts Payable

Product Desc: PA CD12 KEITH ROTHFUS WK 10/3

Broadcast airtimes represented are reported to the nearest second.

Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate				
1	THIS MORNING 6-7AM	10/03/2012-10/05/2012	. . W T F . .	30	3	400.00				
LUR;30 MIN SEP										
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/01/2012-10/07/2012		. . W T F . .	3	400.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/03/2012	We	06:28:26 AM		TVGENROTH1212H	30	400.00				
10/04/2012	Th	06:40:47 AM		TVGENROTH1212H	30	400.00				
10/05/2012	Fr	06:13:20 AM		TVGENROTH1212H	30	400.00				
2	NOON NEWS	10/03/2012-10/05/2012	. . W T F . .	30	3	375.00				
LUR;30 MIN SEP										
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/01/2012-10/07/2012		. . W T F . .	3	375.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/03/2012	We	12:29:15 PM		TVGENROTH1212H	30	375.00				
10/04/2012	Th	12:24:03 PM		TVGENROTH1212H	30	375.00				
10/05/2012	Fr	12:12:46 PM		TVGENROTH1212H	30	375.00				
3	430-5PM NEWS	10/03/2012-10/05/2012	. . W T F . .	30	2	425.00				
LUR;30 MIN SEP										
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/01/2012-10/07/2012		. . W T F . .	2	425.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/04/2012	Th	04:37:12 PM		TVGENROTH1212H	30	425.00				
10/05/2012	Fr	04:53:27 PM		TVGENROTH1213H	30	425.00				
4	5-530PM NEWS	10/03/2012-10/05/2012	. . W T F . .	30	1	600.00				
LUR;30 MIN SEP										

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<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/01/2012-10/07/2012		..WTF..	1	600.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/04/2012	Th	05:12:57 PM		TVGENROTH1212H	30	600.00			
5	530-6PM NEWS	10/03/2012-10/05/2012	..WTF..	30	2	600.00			
LUR;30 MIN SEP									
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/01/2012-10/07/2012		..WTF..	2	600.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/03/2012	We	05:54:00 PM		TVGENROTH1212H	30	600.00			
10/05/2012	Fr	05:42:48 PM		TVGENROTH1213H	30	600.00			
6	M-F 6PM NEWS	10/03/2012-10/05/2012	..WTF..	30	3	650.00			
LUR;30 MIN SEP									
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/01/2012-10/07/2012		..WTF..	3	650.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/03/2012	We	06:24:16 PM		TVGENROTH1212H	30	650.00			
10/04/2012	Th	06:10:52 PM		TVGENROTH1212H	30	650.00			
10/05/2012	Fr	06:14:42 PM		TVGENROTH1213H	30	650.00			
7	11PM NEWS	10/03/2012-10/07/2012	..WTFSS	30	3	1,100.00			
30 MIN SEP									

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<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/01/2012-10/07/2012		. . W T F S S	3	1,100.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/03/2012	We	11:12:12 PM		TVGENROTH1212H	30	1,100.00			
10/04/2012	Th	11:14:30 PM		TVGENROTH1212H	30	1,100.00			
10/05/2012	Fr	11:12:03 PM		TVGENROTH1213H	30	1,100.00			
8	11:35P-12:37A - LETTERMAN	10/03/2012-10/05/2012	. . W T F . .	30	3	380.00			
LUR;30 MIN SEP									
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/01/2012-10/07/2012		. . W T F . .	3	380.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/03/2012	We	11:54:53 PM		TVGENROTH1212H	30	380.00			
10/04/2012	Th	12:30:35 AM		TVGENROTH1212H	30	380.00			
10/05/2012	Fr	12:32:24 AM		TVGENROTH1213H	30	380.00			
9	SAT.CBS MORNING NEWS	10/06/2012-10/06/2012	. . . . . S .	30	1	300.00			
LUR;30 MIN SEP									
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/01/2012-10/07/2012		. . . . . S .	1	300.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/06/2012	Sa	08:25:48 AM		TVGENROTH1213H	30	300.00			
10	CBS SUN MORN	10/07/2012-10/07/2012	. . . . . S	30	1	435.00			
LUR;30 MIN SEP									

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Buy Line	Flight Description			Buy Line Dates		M T W T F S S		Dur	Total Spots	Rate
<u>Week Of</u>				<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/01/2012-10/07/2012				..... S		1		435.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/07/2012	Su	09:50:49 AM		TVGENROTH1213H	30	435.00				
11	FACE THE NATION			10/07/2012-10/07/2012		..... S		30	1	450.00
30 MIN SEP										
<u>Week Of</u>				<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/01/2012-10/07/2012				..... S		1		450.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/07/2012	Su	11:22:46 AM		TVGENROTH1213H	30	450.00				
12	NFL REGULAR SEASON GAMES			10/07/2012-10/07/2012		..... S		30	1	5,000.00
LUR;1-4:15P										
<u>Week Of</u>				<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/01/2012-10/07/2012				..... S		1		5,000.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/07/2012	Su	05:48:07 PM		TVGENROTH1213H	30	5,000.00				
<u>Total Spots</u>		<u>Gross Amt</u>		<u>Commission Amt</u>		<u>Net Amt</u>		<u>Debit</u>	<u>Credit</u>	<u>Reconciliation</u>
Air Time Totals 24		17,550.00		2,632.50		14,917.50		0.00	0.00	0.00

**Billing Notes**

PRINT AT STATION. ALL RATES ARE PRE-EMPTIBLE. PAID FOR BY ROTHFUS FOR CONGRESS. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE.

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from

CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

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Billing Notes		
<div>DUPLICATE</div>		
Wire Transfer Instructions:	For Billing Inquiries Please Contact:	Gross Billing 17,550.00
	ACCOUNT EXECUTIVE	Trade Value 0.00
	412-575-2200	Agency Commission 2,632.50
		Local Tax 0.00
		State Tax 0.00
		Pre Paid Amount 0.00
		Pay This Amount 14,917.50

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